

COME TO THE GREAT  
**Half-Price**  
Sale at

**TWIN BROTHERS'**

Big Dry Goods, Cloak, Suit, Skirt, Shoe  
and Millinery Department Store.

**SATURDAY, JAN. 15.**

701 Main Street, Paris, Kentucky.

We announce the formal

**Spring and Summer Opening**

Of our Merchant Tailoring Department, which will be  
in charge of a Special Representative of

**The Globe Tailoring Co.**

Makers of the Best there is in Tailoring,  
Cincinnati Ohio,

**February 24, 25 and 26.**

Over 500 Suitings, Trouserings and Overcoatings will  
be on display for your inspection.

**TWIN BROS., Paris, Kentucky.**

Orders taken for immediate or future delivery.

Measures taken Scientifically.

**TWIN BROS. CLOTHING AND SHOE STORE,**  
703 Main St., Next to Fee's Grocery.

**New Management!**

Having Purchased the New  
**Fordham Bra**

I will endeavor in the future to conduct a first-  
class and up-to-date saloon. I will cater especi-  
ally to the business men of Paris and the farmers  
of Bourbon County.

**Cold Beer always on draught.**

**Van Hook, Sam Clay, Peacock, Chicken Cock**  
Whiskies and the very Finest Wines  
and Cigars.

**J. S. Godman.**

IT IS ALWAYS A JAY BIRD.

**LOCANDA 2:02**

A superb individual, a race champion, and a royally bred stallion. Fast-  
est son of the mighty Allerton 2:09½, who is the fastest son of Jay Bird.  
Allerton is the champion living stallion to high-wheels and the greatest liv-  
ing sire. LOCANDA'S dam was a daughter of Alcyone, sire of McKinney  
2:11½. He holds the record for one and one-half miles, 3:15½; was the  
champion racing stallion of 1904-5; 3-year-old record 2:16½, 4-year-old re-  
cord 2:13½, 5-year-old record 2:07½, 6-year-old record 2:03½, 7-year-old re-  
cord 2:03½, 8-year-old record 2:02.

**\$50 For a Living Foal.**

**NORAB 36915, trial 2:18 Trotting.**

Brown horse 16 hands high, splendid bone and substance; sired by Baron  
Wilkes 2:18, dam Episode 2:18, by Ambassador 2:21½, granddam Santos  
(dam of Peter the Great 2:07½), by Grand Sentinel.

**\$25 For a Living Foal**

**BLACK NIGHT 623**

Saddle Horse, \$10 living foal.

Two good Jacks, \$10 a living foal.

**W. A. BACON, Maplehurst Farm, PARIS, KY**

**For Rent.**

House of 6 rooms, bath, gas, water-  
works and all modern conveniences.  
Apply on premises for further particu-  
lars.

**MISS M. A. HARRISON,**  
624 High Street.

**A Dangerous Operation.**

Is the removal of the appendix by a  
surgeon. No one who takes Dr.  
King's New Life Pills is ever sub-  
jected to this frightful ordeal. They  
work so quietly you don't feel them.  
They cure constipation, headaches,  
biliousness and malaria. 25c at Ober-  
dorfer's drug store. feb

**THE BOURBON NEWS.**

BOTH 'PHONES, 124. NO. 320 MAIN STREET.

**SWIFT CHAMP. - - EDITOR AND OWNER.**

(Entered at the Paris, Kentucky, Postoffice as Second-class Mail Matter.)

Established in 1881—26 Years of Continuous Publication

Display advertisements, \$1.00 per inch for first time; 50 cents per inch  
each subsequent insertion; reading notices, 10 cents per line each issue;  
reading notices in black type, 20 cents per line each issue; cards of thanks,  
calls on candidates and similar matter, 10 cents per line.  
Special rates for big advertisements.

**PUBLISHED EVERY TUESDAY AND FRIDAY.**

ONE YEAR, \$2.00 SIX MONTHS, \$1.00  
PAYABLE IN ADVANCE.

**A Lesson For Advertisers.**

As an instance of the value of news-  
paper advertising to increase or force  
trade, the following facts are remarka-  
ble. During December the orders re-  
ceived by the Douglas Boot and Shoe  
Company, of Brockton, Mass., fell off  
in consequence of the business depres-  
sion following the panic. The advertis-  
ing manager of that large concern  
mentioned the matter to Governor  
Douglas, and asks his advice, whether  
under the circumstances they should  
place the usual amount of advertising  
during January and February, which  
are usually the slowest months in the  
year in the shoe business.

Governor Douglas at once ordered an  
increase of 30 per cent in the amount  
appropriated for advertising, declaring  
that such an increase would help to  
overcome the unfavorable business out-  
look. There was considerable skepti-  
cism about the result amongst the prin-  
ciple employees of the Douglas Com-  
pany. But the result showed almost  
an immediate improvement in busi-  
ness, which is now averaging more  
than last year during these unusually  
dull months.

Thus the business sagacity of Gov-  
ernor Douglas has overcome the hard  
times, and his optimism has proven  
an antidote to the Republican panic.

The advertising manager of Gov-  
ernor Douglas explains the phenomenon  
of increased sales, when by all the  
rules of business there should have  
been a decrease, as entirely produced  
by the increased advertising. Other  
advertisers of shoes were drawing in  
their horns and many of their former  
customers were induced to patronize  
the Douglas Shoe because it was more  
than ever brought to their notice.

It seems that persistent advertising  
pays, for last year nearly 8,000 news-  
papers carried the Douglas advertise-  
ment, and the profits of the business  
were larger than ever. The business  
managers of newspapers should point  
out these facts to those who decrease  
or decline to advertise at all when  
business is drooping and show them  
that persistent advertising pays and  
that increased advertising pays better,  
and that the newspaper is the best ad-  
vertising medium.

**Helping the Trusts and Corpora-  
tions.**

The National Civic Federation is ar-  
ranging for a delegation from Chicago  
of twenty-five members to attend the  
public hearings to be held before the  
Judiciary Committees of Congress on  
March 6th. The object of the Federa-  
tion is to approve proposed changes in  
the anti-trust laws, "so as to permit  
what are really harmless combina-  
tions." The railroads and trusts  
would thus be able legally to enter into  
freight and passenger agreements and  
labor contracts. The Federation is con-  
trolled by Republicans, and it would  
seem that the Republican leaders in  
Congress want some appearance of  
business backing before they act favor-  
ably on the bills now in the hands of  
the committees.

So instead of tightening the law to  
control the trusts and corporations it  
is the evident intention of the Republi-  
can majority of Congress to give them  
more leeway. The only hope of the  
people is that the fear of the coming  
election may prevent the Republicans  
from helping out the trusts and corpora-  
tions. Keep your eye on your Sena-  
tors and Representatives that are Re-  
publicans—they need to be watched.

**Tariff and the Trusts.**

Former Governor William L. Doug-  
las, of Massachusetts, who understands  
the tariff question better perhaps than  
any other man, in this country, de-  
clares that the "trust busting" busi-  
ness as conducted at Washington, is  
farfetched; that neither policies nor the  
methods of President Roosevelt are  
right.

He believes that these policies and  
methods are intended to accomplish re-  
sults in the interest not of the people,  
but of the trusts. Gov. Douglas thinks  
as other Democrats do, that the only  
possible remedy for trust evils, is to  
repeal the tariff which enables trusts  
to monopolize the market.

A lot of women with dark hair work  
patiently to bleach it yellow. Ever  
hear of a woman with yellow hair try-  
ing to make it black?

**Press and Pulpit.**

In the beginning of creation when  
darkness covered the earth, the fiat  
went forth, "Let there be light and  
light was;" when the first newspaper  
was issued, the fiat went out, "Let  
there be light," and the press has been  
enlightening the minds and hearts of  
men ever since—growing in far-reach-  
ing extent and breadth, in all penetrat-  
ing power and in effluence with the  
passing of year and the growing of  
human intelligence and knowledge  
which it has quickened and supplied.  
Recently, at Bristol, Conn., Rev. Ar-  
thur Goodenough, formerly a Brooklyn,  
N. Y., pastor, preached from the text,  
"The Lord gave the word; great was  
the company of those that published  
it." He took for his subject, "Is the  
Modern Newspaper the Ally of the pul-  
pit?" He answered his own question  
in the affirmative and supported his  
answer by arguments, incidents and  
illustrations. He said among other  
things:

"When a heinous sin exists in the  
state, when a city is in the grip of  
grafters and thugs—at such a time the  
people usually are helpless. The news-  
paper uncovers the crime, points out  
the evil doers, brings them to punish-  
ment and stamps out the past."

"It was the Brooklyn Eagle, by its  
fearless and able efforts, that broke  
up the villainous sway of the political  
thieves at Coney Island some years  
ago. We are always finding fault with  
the newspaper, but could we run it any  
better than it is run? Faulty as it  
may be, it is nevertheless ever on  
police duty, as the custodian of the  
people's safety, than any other human  
agency in our modern civilization."

"Last winter Gypsy Smith, the great  
English evangelist, held meetings in  
Plymouth church and Central Congre-  
gational church, Brooklyn, N. Y.  
The borough of Brooklyn was stirred  
to religious fervor as perhaps never be-  
fore in its history. Thousands of peo-  
ple attended evening after evening;  
hundreds attended the noon meetings.  
The preaching was simple, sensible,  
saving. The Brooklyn Eagle reported  
every public utterance of Gypsy  
Smith, so what was heard by the  
thousands was read by the tens of  
thousand, and numberless letters came  
to the Eagle and the preacher thank-  
ing them for the good received by read-  
ing his sermons [and] addresses and  
prayers of Mr. Smith. The press was  
the ally of the pulpit. The value of  
such papers and their usefulness in the  
betterment and progress of mankind  
cannot be overestimated. What we  
want is that more papers will do the  
same thing. The better day is com-  
ing."

The nearer the pulpit gets to the  
people; the more earnest in the work  
to help men and aid practically every  
effort for the better and more health-  
ful conditions among all the people  
irrespective of creed, the more aid will  
the pulpit receive from the press.  
The earnest pulpit can always get the  
hearty aid of the newspaper by deserv-  
ing aid then asking for such aid and  
acknowledging the services rendered.

**Morgan and Rockefeller.**

The "interests" that inspired the  
Aldrich currency bill will hardly know  
when the Senate gets through with  
it. "Whatever the minor eccentricities  
of its variegated texture" remarks  
the New York Journal of Commerce,  
"one vicious pattern will run all  
through it. It will provide for an  
emergency addition to the regular vol-  
ume of currency, secured by a deposit  
of miscellaneous bonds and heavily tax-  
ed. This will be a mere exaggeration  
of the radical defect of the existing  
system, gathering the corrupt humor,  
with which it is infected into a morbid  
excessiveness." This severe criticism  
from the leading business and financial  
newspapers of the country, should  
cause a Republican Congress to pause  
before it further complicates our cum-  
bersome structure by makeshifts.

**Republican Bolters.**

The Bishops of the African M. E.  
Church have declared for Senator Foraker  
for President, and intimate that  
certain element of the negroes may  
bolt, if he is not nominated. And this  
occurs under the very shadow of the  
White House. Whither are we drift-  
ing?

**F. R. Phillips & Co.**

**General Plumbers**

and

**Heating Engineers.**

**Repairing of All Kinds**

**On Shortest Notice.**

**ELECTRIC LIGHT**

And

**Other Electric Wiring**

**Done to Order.**

**Repairs Furnished For All Kinds**

**STOVES.**

W. A. Hill's Old Stand, Main St. Both Phone

**New Livery  
Firm.**

**New Vehicles, Good Horses  
and Prompt Service.**

Horses Boarded by Day, Week or Month  
at Reasonable Rates.

Transfer Service the Best to be Had in Paris.

East Tenn. 'Phone 131. Home 'Phone 200.

**T. G. Morris,**

Howell's Old Stand, opp. Fee's.

**CASSITY BROS.**

CHAS. CASSITY.

AARON CASSITY

Main Street, Over Bowling Alley, Paris, Ky.

**LADIES' GARMENTS DRY CLEANER**

Anything from a pair of gloves to ball or opera gowns  
and from draperies to oriental rugs, will be made  
JUST LIKE NEW, cleaned by our exclusive . . .

**FRENCH BENZOL PROCESS**

We are the ONLY house in the country using the Benzol  
method for dry cleaning. This exclusive process keeps  
garments clean three times as long as those cleaned all  
other processes. Neither odor, shrinkage, fading nor in-  
jury to Benzol cleaned fabrics.

**The French Benzol Dry Cleaning Co.**

Hats Cleaned and Blocked while you wait.

**Phone No. 78.**